COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

This instruction implements AFPD 34-2, *Managing Nonappropriated Funds*. AFI 34-239, *Food Service Management Program*; AFMAN 34-240, *Food Service Program Management;* and AFI 34-246, *Air Force Lodging Program,* provide the requirement to measure customer satisfaction. This instruction establishes the procedures for collecting and reporting quarterly customer satisfaction surveys in AETC food service and lodging operations to the AETC Commander (AETC/CC). It applies to all AETC food service and lodging operations. It does not apply to Air National Guard and Air Force Reserve Command units. **Attachment 1** provides a glossary of references and supporting information used in this publication. Maintain and dispose of records created as a result of prescribed processes in accordance with AFMAN 37-139, *Records Disposition Schedule* (will become AFMAN 33-322, Volume 4).

1. Overview. This publication provides the responsibilities of the different individuals involved in collecting and reporting customer satisfaction surveys for food service and lodging operations.

2. Director of Services (HQ AETC/SV). HQ AETC/SV will:

2.1. Approve guidance sent to bases concerning the customer satisfaction survey program.

2.2. Approve procedures and timelines for collecting data.

2.3. Review and approve data before forwarding to AETC/CC.

3. Plans and Force Management Division (HQ AETC/SVX). HQ AETC/SVX will:

3.1. Develop guidelines, reporting requirements, and reporting documents for base reports.

3.2. Collect, consolidate, and review data submitted by bases.

3.3. Develop performance measures for food service and lodging customer satisfaction briefing slides with base-by-base quarterly ratings and associated note pages.

3.4. Submit briefing slides to HQ AETC/SV for approval.

3.5. Include approved briefing slides in the quarterly performance measures report.

4. Installation Commander. The installation commander will review, approve, and sign food service and lodging customer satisfaction data forwarded to HQ AETC/SVX by the 10th duty day of the month following the end of the quarter.

5. Services Commander or Chief of Services. The services commander or chief of services will:

5.1. Establish policies and procedures to adequately govern the customer satisfaction program to include:

5.1.1. The proper sampling unit number. For food services, use the number of subsistence-in-kind (SIK) personnel multiplied by the number of days in the quarter. (*EXCEPTION:* Lackland AFB should use the number of SIK personnel, excluding basic military trainees, multiplied by the number of days in the quarter.) For lodging, use the number of guests.

5.1.2. The sample size. Use the chart at **Attachment 2** as a guideline to determine the appropriate sample size.

5.1.3. The sampling procedure. (One suggestion is to use a technique called systematic sampling where every 3d, 10th, etc., customer receives a customer comment card. Another suggestion is to give every guest checking in to lodging a customer comment card and ask him or her to complete it and leave it in the room and to give every SIK customer a comment card to complete during specific meal periods on randomly selected days in the month.)

5.1.4. Incentives or rewards to ensure customers complete the representative number of comment cards each quarter.

5.2. Forward quarterly reports to the support group commander for review and submission to the installation commander for signature. Ensure the quarterly reports are submitted to HQ AETC/SVX and the local wing manpower office for inclusion in the quarterly wing performance management program no later than the 10th duty of the month following the end of the quarter.

6. Combat Support Flight Chief. This individual will:

6.1. Review all scores, discuss answerable comments with the staff, establish whether the number of customers providing feedback is representative of the customer base, and ensure answerable comments are resolved where possible.

6.2. Forward the customer satisfaction rating, number of comment cards, and customer population base to the services commander or chief of services for review. Provide the completed spreadsheets as backup.

7. Food Service and Lodging Managers. These managers will:

7.1. Ensure AF Form 27, **Food Service Customer Survey,** and AF Form 3211, **Customer Comment,** are available to each food service and lodging customer and that specific policies and procedures are followed. (*NOTE:* No other forms will be used for this purpose.) Maintain comment cards by facility to track trends and help in management decisions.

7.1.1. Food Service Managers. Use the "overall dining experience" rating as the rating for each AF Form 27. Then complete the AETC food service customer satisfaction reporting spreadsheet (located on the HQ AETC Services website at **https://www.aetc.af.mil/afsv**) by recording the number of overall comment card ratings received for each rating category for the quarter: Overall Excellent (5), Overall Satisfactory (3), and Overall Unsatisfactory (1). Also record the population base the survey was based on (see paragraph **5.1.1.**). The reporting spreadsheet will automatically calculate the quarterly customer satisfaction rating. Strive to achieve a customer satisfaction goal between 3 and 5.

7.1.2. Lodging Managers. Determine the overall customer satisfaction rating for each AF Form 3211 by adding the number of excellent (5), good (4), average (3), fair (2), and poor (1) ratings (for a possible total of 50 points) and divide the total by 10 (the number of rated areas on AF Form 3211). This number is a single overall rating for each comment card received. Then complete the AETC lodging customer satisfaction reporting spreadsheet (located on the HQ AETC Services website at **https://www.aetc.af.mil/afsv**) by recording the number of overall comment card ratings received for each rating category for the quarter: Overall Excellent (5), Overall Good (4), Overall Average (3), Overall Fair (2), and Overall Poor (1). Also record the population base the survey was based on; that is, the total number of individual lodging guests for the quarter. The reporting spreadsheet will automatically calculate the quarterly customer satisfaction rating. Strive to achieve a customer satisfaction goal between 3 and 5.

7.2. Conduct training to ensure the staff offers each customer the opportunity to complete and return comment cards in accordance with base established procedures.

7.3. Collect comment cards daily and complete the spreadsheet for quarterly reporting.

7.4. Query enough customers to ensure a representative sample of completed comment cards.

7.5. Monitor staff implementation and correct errors as noted.

7.6. Forward the customer satisfaction rating quarterly to the combat support flight chief for review. Provide the spreadsheets and comment cards as backup.

7.7. Respond to answerable comments within 48 hours of receiving the comment card.

8. Forms Adopted. AF Forms 27 and 3211.

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Director of Services

Attachment 1

GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION

References

AFPD 34-2, *Managing Nonappropriated Funds*

AFI 34-239, *Food Service Management Program*

AFMAN 34-240, *Food Service Program Management*

AFI 34-246, *Air Force Lodging Program*

AFMAN 37-139, *Records Disposition Schedule* (will become AFMAN 33-322, Volume 4)

Abbreviations and Acronyms

SIK——subsistence-in-kind

Attachment 2

SAMPLE SIZE CHART

Population Size	Sample Size	Population Size	Sample Size	Population Size	Sample Size	Population Size	Sample Size
500 to 510	219	1001 to 1020	269	2001 to 2040	319	6501 to 6750	369
511 to 520	220	1021 to 1040	270	2041 to 2080	320	6751 to 7000	370
521 to 530	221	1041 to 1060	271	2081 to 2120	321	7001 to 7350	371
531 to 540	222	1061 to 1080	272	2121 to 2160	322	7351 to 7700	372
541 to 550	223	1081 to 1100	273	2161 to 2200	323	7701 to 8200	373
551 to 560	224	1101 to 1120	274	2201 to 2240	324	8201 to 8700	374
561 to 570	225	1121 to 1140	275	2241 to 2280	325	8701 to 9350	375
571 to 580	226	1141 to 1160	276	2281 to 2320	326	9351 to 10000	376
581 to 590	227	1161 to 1180	277	2321 to 2360	327	10001 to 11000	377
591 to 600	228	1181 to 1200	278	2361 to 2400	328	11001 to 12000	378
601 to 610	229	1201 to 1220	279	2401 to 2440	329	12001 to 13000	379
611 to 620	230	1221 to 1240	280	2441 to 2480	330	13001 to 15000	380
621 to 630	231	1241 to 1260	281	2481 to 2520	331	15001 to 17000	381
631 to 640	232	1261 to 1280	282	2521 to 2560	332	17001 to 19000	382
641 to 650	233	1281 to 1300	283	2561 to 2600	333	19001 to 22500	383
651 to 660	234	1301 to 1320	284	2601 to 2640	334	22501 to 26000	384
661 to 670	235	1321 to 1340	285	2641 to 2680	335	26001 to 31000	385
671 to 680	236	1341 to 1360	286	2681 to 2720	336	31001 to 40000	386
681 to 690	237	1361 to 1380	287	2721 to 2760	337	40001 to 60000	387
691 to 700	238	1381 to 1400	288	2761 to 2800	338	60001 to 80000	388
701 to 710	239	1401 to 1420	289	2801 to 2840	339	80001 to 100000	389
711 to 720	240	1421 to 1440	290	2841 to 2880	340		
721 to 730	241	1441 to 1460	291	2881 to 2920	341		
731 to 740	242	1461 to 1480	292	2921 to 2960	342		
741 to 750	243	1481 to 1500	293	2961 to 3000	343		
751 to 760	244	1501 to 1520	294	3001 to 3040	344		
761 to 770	245	1521 to 1540	295	3041 to 3120	345		
771 to 780	246	1541 to 1560	296	3121 to 3200	346		
781 to 790	247	1561 to 1580	297	3201 to 3280	347		
791 to 800	248	1581 to 1600	298	3281 to 3360	348		
801 to 810	249	1601 to 1620	299	3361 to 3440	349		
811 to 820	250	1621 to 1640	300	3441 to 3520	350		
821 to 830	251	1641 to 1660	301	3521 to 3600	351		
831 to 840	252	1661 to 1680	302	3601 to 3680	352		
841 to 850	253	1681 to 1700	303	3681 to 3760	353		
851 to 860	254	1701 to 1720	304	3761 to 3840	354		
861 to 870	255	1721 to 1740	305	3841 to 3920	355		
871 to 880	256	1741 to 1760	306	3921 to 4000	356		
881 to 890	257	1761 to 1780	307	4001 to 4150	357		
891 to 900	258	1781 to 1800	308	4151 to 4300	358		
901 to 910	259	1801 to 1820	309	4301 to 4450	359		
911 to 920	260	1821 to 1840	310	4451 to 4600	360		
921 to 930	261	1841 to 1860	311	4601 to 4750	361		
931 to 940	262	1861 to 1880	312	4751 to 5000	362		
941 to 950	263	1881 to 1900	313	5001 to 5250	363		
951 to 960	264	1901 to 1920	314	5251 to 5500	364		
961 to 970	265	1921 to 1940	315	5501 to 5750	365		
971 to 980	266	1941 to 1960	316	5751 to 6000	366		
981 to 990	267	1961 to 1980	317	6001 to 6250	367		
991 to 1000	268	1981 to 2000	318	6251 to 6500	368		